

ORDER



Orders
Order / Rev: 48838
Alt Order #: 9789884 /Brad
Product Desc: RESTORE OUR FUTURE
Estimate: 1208
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Restore Our Future
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	44	\$31,100.00	\$26,435.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	44	\$31,100.00	\$26,435.00	0.00
Totals	44	\$31,100.00	\$26,435.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	19%	\$31,100.00
Market	100%	\$163,684.21

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	51%	\$83,478.95
WHTM	19%	\$31,100.00
WLYH	0%	\$0.00
WPMT	11%	\$18,005.26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/14/12	08/17/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWTF - -	:30	6	\$200.00	P-1	0.00	NM	6	\$1,200.00
N 2	WHP	08/14/12	08/17/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF - -	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			5		\$200.00		0.00				
N 3	WHP	08/14/12	08/17/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$250.00		0.00				
N 4	WHP	08/14/12	08/17/12	CBS Evening News CBS Evening News	CM	630p-7p	- - W- F - -	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	08/14/12	08/17/12	CBS Evening News CBS Evening News	CM	630p-7p	--W-F--	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	--W-F--		2			\$650.00			0.00			
N 5	WHP	08/14/12	08/17/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	-TWTF--	:30	4	\$950.00	P-1	0.00	NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--		4			\$950.00			0.00			
N 6	WHP	08/14/12	08/17/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-TWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-TWTF--		4			\$1,000.00			0.00			
N 7	WHP	08/14/12	08/14/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1			\$2,100.00			0.00			
N 8	WHP	08/14/12	08/14/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----		1			\$1,650.00			0.00			
N 9	WHP	08/14/12	08/15/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----		1			\$1,850.00			0.00			
N 10	WHP	08/15/12	08/15/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----		1			\$1,800.00			0.00			
N 11	WHP	08/16/12	08/16/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		1			\$2,200.00			0.00			
N 12	WHP	08/17/12	08/17/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		1			\$1,250.00			0.00			
N 13	WHP	08/18/12	08/18/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1			\$250.00			0.00			
N 14	WHP	08/18/12	08/18/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1			\$500.00			0.00			
N 15	WHP	08/19/12	08/19/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		3			\$300.00			0.00			
N 16	WHP	08/19/12	08/19/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,650.00	P-1	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1			\$1,650.00			0.00			
N 17	WHP	08/19/12	08/19/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1			\$1,400.00			0.00			
N 18	WHP	08/20/12	08/20/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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N18	WHP	08/20/12	08/20/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p M-----	:30	1	\$200.00	P-1	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/20/12	08/26/12	M-----		1			\$200.00		0.00		
N19	WHP	08/20/12	08/20/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p M-----	:30	1	\$200.00	P-1	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/20/12	08/26/12	M-----		1			\$200.00		0.00		
N20	WHP	08/20/12	08/20/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p M-----	:30	1	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/20/12	08/26/12	M-----		1			\$250.00		0.00		
N21	WHP	08/20/12	08/20/12	CBS Evening News CBS Evening News	CM	630p-7p M-----	:30	1	\$650.00	P-1	0.00 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/20/12	08/26/12	M-----		1			\$650.00		0.00		
N22	WHP	08/20/12	08/20/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p M-----	:30	1	\$950.00	P-1	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/20/12	08/26/12	M-----		1			\$950.00		0.00		
N23	WHP	08/20/12	08/20/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p M-----	:30	1	\$1,000.00	P-1	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
	Week:	08/20/12	08/26/12	M-----		1			\$1,000.00		0.00		
Totals												44	\$31,100.00